

System and Method For Measuring Reactions to Product Packaging, Advertising, or Product Features Over a Computer-based Network

Abstract

A system and method is provided for enabling respondents at their computer systems to connect via a browser with a server computer over a network, such as the Internet, and receive an initial set of survey questions on one or more pages during which primary images are downloaded into the browser's cache but are not presented to each respondent as they are each displayed into a small (e.g. 1 by 1) pixel area on display of the respondent's computer system and thus are not detectable by respondents. After receiving answers to such questions for each of the respondents, the server computer directs the browser of each respondent computer with at least one survey question in which the primary image is displayed from the browser's cache for a brief interval of time to the respondent, and the respondent answers the question with respect to the primary image. Different survey questions may be presented to the respondent having different timed displayed primary images. The results of the survey questions and the answers after each timed displayed primary image are registered at the server computer. The primary images may be images of store shelves of different product packages, advertisements, or product having different features, in which the questions relate to recall or findability of a target element, such as a product package, a feature of an advertisement, or a product feature, respectively, in the primary image.